

EPA's Ground Freight Transportation Partnership

An Overview



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United States
Environmental Protection Agency

"...to protect human health and to safeguard the natural environment..."

PROGRAM COMPONENTS

- Partnership Program with Voluntary Commitments
- Emission Reductions
 - Technology, Fuels, Activities, Legal
- Simple Tracking and Reporting
- Brand Label

Voluntary Participation -why???

- Product differentiation
- Increasing Public Concern About Environment
- Corporate Image
- Environmentally Friendly Label
- Niche Market Application
- Demonstrated price elasticities
- Advertising
- #1COST SAVINGS!

Partners and Stakeholders

- Freight Management
 - Load matching companies
 - Logistics service companies
- Private industry
 - Fleet owners (FedEx, UPS, national retail and food service companies, etc)
 - Freight haulers
 - Freight equipment manufacturers
- Government agencies
 - State governments
 - Federal government -- EPA, DOE, DOT
 - USPS -- second largest user of intermodal freight in US
- NGOs and associations



Emission Reductions-Technology

- 21st Century Truck Initiative
- On-road fuel economy improvement
- Idle reduction technologies
- Fuel Efficiencies
- Hybrid Vehicles



Emission Reductions-Fuels

- Use of Alternative Fuels in Heavy-duty Applications
- Development of Alternative Fuel Infrastructure, Especially Along Major Truck Routes
- Biodiesel
- Fuel Additives

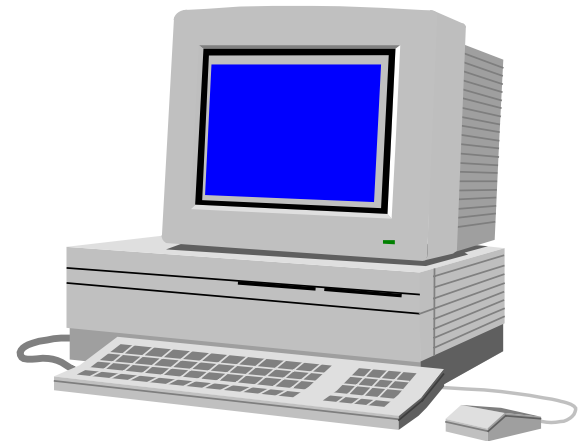


Emission Reductions-Activity

- Reductions in Idling
- Improve load scheduling and load matching,
- Reduce speed through policies, incentives, and education
- Promote increased use of long trucks
- Legal: Harmonization of State freight laws

SIMPLE TRACKING AND REPORTING

- Developing performance tracking software compliant with international greenhouse gas emission standards
- Ease of use
- Compatibility
- Flexibility
- Criteria Pollutant Tracking



BRAND LABEL

- Useful to Companies
 - Product differentiation
 - Increasing Public Concern About Environment
 - Corporate Image
 - Environmentally Friendly Label
 - Niche Market Application
 - Demonstrated price elasticities
 - Advertising
- Recognition: Energy Star Example

ENERGY STAR® Program

- Recognized by 30-40% of US population
- International symbol for energy efficiency
- 2,900+ partners



WHAT TO DO?

- **MARKETING**

- Inform companies about the EPA Ground Freight Transportation Partnership
- Extol the environmental benefits of your products
- Explain the power of environmental marketing
- Encourage companies to participate and sign up to be a partner in EPA's Ground Freight Transportation Partnership